



### MESSAGE FROM THE EXECUTIVE DIRECTOR - KEN WEBB



As I experienced the excitement of the summer Olympics I couldn't help but notice how much they reflect the nature of our industry - global, competitive, high-performance and world class. They bring together the best in the world to challenge each other and push the boundaries for excellence and performance. Even the Olympic motto, first proposed by Pierre de Coubertin in 1894, - "Faster - Higher - Stronger" - seems to fit the aerospace industry.

Perhaps it was fitting then that at the Farnborough International Airshow, held just outside of London two weeks before the Olympics, both Boeing and Airbus revealed "higher/stronger" long term market forecasts for commercial aircraft that would require "faster/stronger" supply chains. Boeing revised their 20 year forecast up from 30,000 new aircraft to 34,000. Also in July, the Aerospace Industries Association of Canada (AIAC) released 2011 statistics for Canada showing strong growth in revenues (6.7%), jobs (7.6%) and R&D (\$0.5B).

All good news to be sure, but just like Olympic athletes, today's great performances become the benchmark for continuous improvement and tomorrow's new, "higher" goals. Also like the Olympics, the

strongest nations are the ones that make it a strategic priority to "own the podium".

Perhaps this is why the government of Canada has launched a national Aerospace Review. Recognizing that the aerospace industry contributes significantly to the prosperity of Canada, second only to the automotive industry in contribution to our GDP, the government has launched an independent, arms-length review of how federal policies and programs can contribute to the sector's success.

Led by David Emerson, (CEO Western Bank, MP in both Liberal and Conservative governments, Minister of International Trade and Minister of Foreign Affairs), the goal is to develop a long-term perspective on global industry trends and to develop a policy framework to maximize the competitiveness of this strategic sector.

In particular, the review examines how government, industry and other stakeholders can address key issues facing the industry. Six working groups have been established through the AIAC, including Innovation, Market Access and Development, Skills Development, Procurement, Space, and Supplier Development. Manitoba is represented on all six working groups. As well as holding workshops across the country to consult with industry, including Manitoba last April, the review panel is benchmarking Canada against international aerospace nations such as France, Germany, Brazil, the UK and the US. Dr. Emerson is to present his report to government this fall.

Based on a similar review that was conducted on

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## MESSAGE FROM THE EXECUTIVE DIRECTOR - KEN WEBB (CON'T FROM PAGE 1)

the federal government's role in R&D last year, we can expect the review to form the basis of strategic policy for the government, with specific actions and recommendations beginning to be incorporated into next year's federal budget. At the very least, expect the federal government to recognize aerospace as a distinct strategic sector to be supported and promoted in an export-oriented, global marketplace.

Provincially the association remains very active in growing and promoting the industry, supporting excellence and ensuring we have robust "educational" supply chains to feed the labour market needs of our industry.

Aerospace Week was held from May 28 to June 1, a group of foreign aviation and aerospace journalists (Italy, France, Brazil, Japan, Spain, UK) were toured through Winnipeg, Manitoba coordinated Western Canada's participation in the Canada Pavilion at the Farnborough International Air Show, a Strategic Aerospace and Defence Initiative briefing was held with Industry Canada, the Competitive Edge Supplier Development pro-

gram is getting set for its annual benchmarking update, and a partnership with Economic Development Winnipeg is being created as they begin their work to develop a strategic plan for the aerospace sector, one of four sectors they have targeted as key to Winnipeg's future.

As much as the Olympics are a showcase for the individual athlete, it is also a showcase for teams. Both the teams that the athletes play on and the teams of trainers, coaches, sport associations, and organizations that support them. I would like to thank everyone who has welcomed me to the Manitoba aerospace team. I have enjoyed meeting many of you already, and look forward to getting out to meet the rest of you over the next few months.

In the meantime, if you have any questions about any of the stories in this newsletter, or the work of the Association, please give me a call or drop me a line at 204-799-7660 or [kenwebb.maa@mymts.net](mailto:kenwebb.maa@mymts.net).

Cheers

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## AEROSPACE WEEK SUMMARY

Aerospace Week was held from May 28 to June 1st, 2012, and included an Aerospace Week proclamation by Minister Swan, Aerospace and Aviation in Manufacturing (AAiM) Day at the Red River College (RRC) Stevenson campus, a 16-page aerospace supplement in the Winnipeg Free Press, a MAA members meeting, and a public air fair celebrating the 10th anniversary of the RRC Stevenson campus.

Some pictures from AAiM Day:



# MANITOBA AEROSPACE HUMAN RESOURCES COUNCIL (MAHRC) CELEBRATES 20TH YEAR OF SERVICE (1992-2012)

The original architects of the Manitoba Aerospace Human Resources Council (MAHRC) could never have imagined all that has been achieved over the last twenty years! MAHRC's success is a reflection of the vision and leadership of its three Executive Directors, the guidance and oversight of the Board of Directors, the support and commitment of the Government of Manitoba and the dedication of the various partners that have joined us over the years.

Initially known as the Manitoba Aerospace Human Resources Coordinating Committee, MAHRC changed its name in 2010. It was originally established as a three-way partnership between the Federal Government, the Provincial Government and the local aerospace community. The original mandate was to ... "assist industry and educational institutions in developing and delivering training for both existing and prospective employees in the Manitoba aerospace industry, consistent with current and projected demands for skills."

Over the years, MAHRC has focused on five main areas:

(1) Training of existing employees: since 1992, MAHRC has supported training and upgrading programs for over 9,500 employees from member companies in a variety of positions.

(2) New hires training programs: MAHRC has worked with key stakeholders to help unemployed or underemployed people get the skills they need for jobs in the aerospace sector. Since 1992, approximately 450 people have entered MAHRC sponsored programs and most have been able to transition to employment within our sector. MAHRC's partnership with the Centre for Aboriginal Human Resource Development and the Neeginan Institute of Applied Technology has ensured that approximately 200 of the new employees over the past 10 years have been Aboriginal people.

(3) Establishing educational pathways via key educational institutions: MAHRC has worked

with educational partners to develop world class training programs at the high school, college and university levels. The programs are at Tec Voc High School, RRC – Stevenson Campus, Neeginan Institute of Applied Technology, Faculty of Economics and Business at the University of Winnipeg and the Faculty of Engineering at the University of Manitoba.

(4) Career awareness activities: For the past 20 years, MAHRC has worked hard to ensure that Manitobans become more aware of the local aerospace sector and career opportunities. Three highlights of the career awareness activities that MAHRC is involved in are:

**AAiM Day:** approximately 700 Grade 6 students go to RRC – Stevenson Campus for the day and take part in hands-on activities related to aerospace and aviation. Volunteers from industry and strategic partners make this a day of wonder and excitement for the students and educators.

**Aerospace Ambassadors Program:** a new initiative for volunteers from aerospace to work in schools and at community events to encourage youth to consider careers in aerospace. For more details, see the article on page 4.

**Career Trek:** a not-for-profit organization that offers 10 and 11 year old kids hands-on experience in different careers, which gets them excited about one day going to university, college or taking part in an apprenticeship. Research shows Career Trek participants are more likely to pursue a post-secondary education than youth who are not involved in their programs. MAHRC has worked with Career Trek on several initiatives and is proud to partner with this organization.

(5) Establishing relationships/partnerships with like minded organizations: Over the years, a number of partnerships have been established locally, nationally and internationally. More recently, a sixth area emerged in 2010 when, in partnership with the UK's Northwest Aerospace Alliance, MAHRC began the implementation of a supplier development program called Competitive Edge.

# WESTERN CANADA - COLLABORATING FOR SUCCESS

## FARNBOROUGH 2012 HIGHLIGHTS



Western Canada stand in the Canadian Pavilion at the 2012 Farnborough Air Show



Some of the Canadian representatives supporting Western Canada's participation, including (left to right) David Fox (Chair of the Aerospace Industries Association of BC), Ken Webb (Executive Director, MAA), Vic Gerden, (President and CEO WestCaRD), Minister Paradis, Minister of Industry for Canada, James Meddings, Assistant Deputy Minister, Western Economic Diversification Canada and Jim Quick, President and CEO of the Aerospace Industries Association of Canada



The Canadian High Commissioner and former Premier of BC, Gordon Campbell, addressing the attendees at the Western Canadian Reception

Ken Webb (MAA), Vic Gerden (WestCaRD) and Bob Manson (Province of Manitoba) represented Manitoba at the Farnborough International Airshow (FIAS) July 8-12, 2012.

As a global industry that is aggressively expanding and consolidating its supply chain, Manitoba and Manitoba companies must be present, visible, and active in the world aerospace markets, both in exporting our products and services and in attracting new investment and activity to Manitoba.

Activities such as the international airshow (Farnborough, Paris, Singapore) are strategically important business and marketing ventures both sectorially and business-to-business. Hosting and participating in conferences, tradeshows and expos are essential in both identifying critical trends and technologies in the markets and in attracting national and international awareness, trade and investment. Business-to-business expos, trade missions and OEM exploration missions are also key contact mechanisms. This is increasingly important as DFAIT and Industry Canada reduce their presence in Manitoba.

As well as representing Manitoba and Western Canadian companies and capabilities, the show provided the opportunity for meeting with partners from the North West Aerospace Alliance (UK); participating in industry briefings (Boeing, Airbus, COMAC (China), AIAC); high level network sessions (JSF, DFAIT, Aero Montreal, Airbus, Canadian companies and trade commissioners), business meetings (MDS Aero, Pratt and Whitney, NRC, and for informal meetings with the Atlantic Aerospace and Defence Alliance and the aerospace associations in the western provinces.

The Western Canada booth was once again strongly supported by Western Economic Development (WED), and the Province of Manitoba. Their support in keeping Manitoba and western companies on the international stage is greatly appreciated.

Congratulations to Magellan Aerospace who at FIAS announced a £370M contract between EADS and their UK divisions located in Wrexham and Bournemouth to deliver aluminum and titanium, structural wing components to Airbus for use on the A320, A330 and A380 aircraft programs.

If you have any questions regarding the FIAS, or how your company might participate, or be represented through the MAA, please contact the MAA at 204.799.7660.

## AEROSPACE AMBASSADORS PROGRAM

Part of the Manitoba Aerospace Human Resources Council's (MAHRC) mandate is to help young Manitobans and educators become aware of the varied educational pathways and career opportunities available through the local aerospace industry.

Many people don't know that Manitoba has the 3rd largest aerospace/aviation sector in the country and that our local educational institutions offer world class educational/training opportunities that lead to fantastic, well paying jobs right here in the province. As part of our outreach to youth and teachers, we have started a new program called the Aerospace Ambassadors.

Who are Aerospace Ambassadors? They are relatively recent graduates from a variety of programs including: engineering, management, gas turbine repair and overhaul, technicians, technologists, composite manufacturing, etc. We

have recruited over 30 volunteers from various companies and they are passionate and dedicated to their professions. As part of the process, MAHRC has hired a Curriculum Development Specialist to work with the Ambassadors (subject matter experts) to create hands-on activities relating to a specific aerospace career that can be done in under an hour in the classroom or at career fairs, etc.

The Aerospace Ambassadors spent the first six months of 2012 on developing the activities and honing their presentation skills. They are now ready and willing to start getting out into classrooms in the fall and are eager to share some of their excitement with youth in grades 7 to 9.

If you would like to hear more about the volunteer opportunities or if you are interested in booking a session for a school or community group, please contact Barbara Bowen at [bbowen@manitoba-aerospace.mb.ca](mailto:bbowen@manitoba-aerospace.mb.ca).

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## TEACHER'S YEAR IN INDUSTRY

The Teacher's Year-in-Industry (TYI) Initiative started in 1994 when the Manitoba Aerospace Human Resources Council (MAHRC) proposed that a teacher from the staff of Tec-Voc be released from the school to work in industry for a year. The suggestion was that a teacher would work on a specific project that would meet the needs of both industry and be of interest to the teacher and/or the school. MAHRC and the Winnipeg School Division agreed to split the costs 50/50 to pay for the full year replacement in the school. This initiative, with its funding agreement, has been in place ever since.

The first participant was the Mathematics Department Head at Tec-Voc. His assignment was to develop a math curriculum ("shop math") to help upgrade shop floor employees. Other TYI projects have included developing plain English training materials; 16 occupational analyses

(DACUM) leading to training curricula; participating on industry hiring panels and collecting of feedback from Tec-Voc grads in industry as well as intervention to save jobs when necessary; a gender equity survey on the roles of women in the aerospace industry; creating a video for our industry, doing IT projects for and with various companies, etc.

In 2011/12, a teacher worked at StandardAero in the training department and helped develop curriculum for in-house instruction. Each teacher has returned to the school with a better understanding of the needs of industry and has become an advocate of more relevant and appropriate programming at the school.

For more information on the Teacher's Year in Industry, please contact Barbara Bowen at [bbowen@manitoba-aerospace.mb.ca](mailto:bbowen@manitoba-aerospace.mb.ca).

# COMPETITIVE EDGE

## MANITOBA AEROSPACE'S SUPPLIER DEVELOPMENT PROGRAM

### Background

Manitoba Aerospace Association (MAA) and Manitoba Aerospace Human Resources Council (MAHRC) in partnership with the Northwest Aerospace Alliance (NWAA) have collaborated over the past two and a half years to establish a Manitoba based Supplier Development Program capability.

### Program Fundamentals

There are six fundamental elements to the NWAA model: Five Step Developmental Model (Learner to World Class) to provide companies with an understanding of where they are and where they are going; a benchmarking process to gauge developmental progress against 11 vital foundation business processes; knowledge transferred through training and one-on-one coaching in the business processes deemed strategic to the companies' growth and development ; mentoring by a senior management representative from a major company within the sector; accountability through scheduled reporting to a steering group made up of representatives of major companies within the sector to assess commitment to the development plan and encourage the companies to stay on track.

### Activities to date

Since January of 2010, we have benchmarked five aerospace/defense companies in Manitoba. Four companies were benchmarked in March of 2010, and the fifth was benchmarked in March 2011. One of the five received its second benchmark in March of 2012. From March 2011 up until the end of June 2012, four of the companies have participated in the Strategic Business Planning Module. All five companies have sent senior level management personnel to the United Kingdom to participate in a two week Lean Learning Academy program. From February to March

2012, four of the companies sent personnel to a basic Project Management Fundamentals Module. One of the companies has gone through a Process Confirmation activity for three of the 11 foundation processes in October 2011.

MAHRC continues to develop the infrastructure for this program. Two local resources have begun their training to become Benchmark Assessors. They observed the benchmarking process back in March (2012) and will participate in the 2nd benchmarking of the four remaining companies in the fall of 2012. Then they will be qualified to complete any benchmarking requirements we have in the future.

The same two resources are also working on a project this summer which will prepare them to complete the process confirmation exercises for the 11 business processes. This activity supplements the benchmarking activity to provide guidance on how the company can progress to the next level in their development.

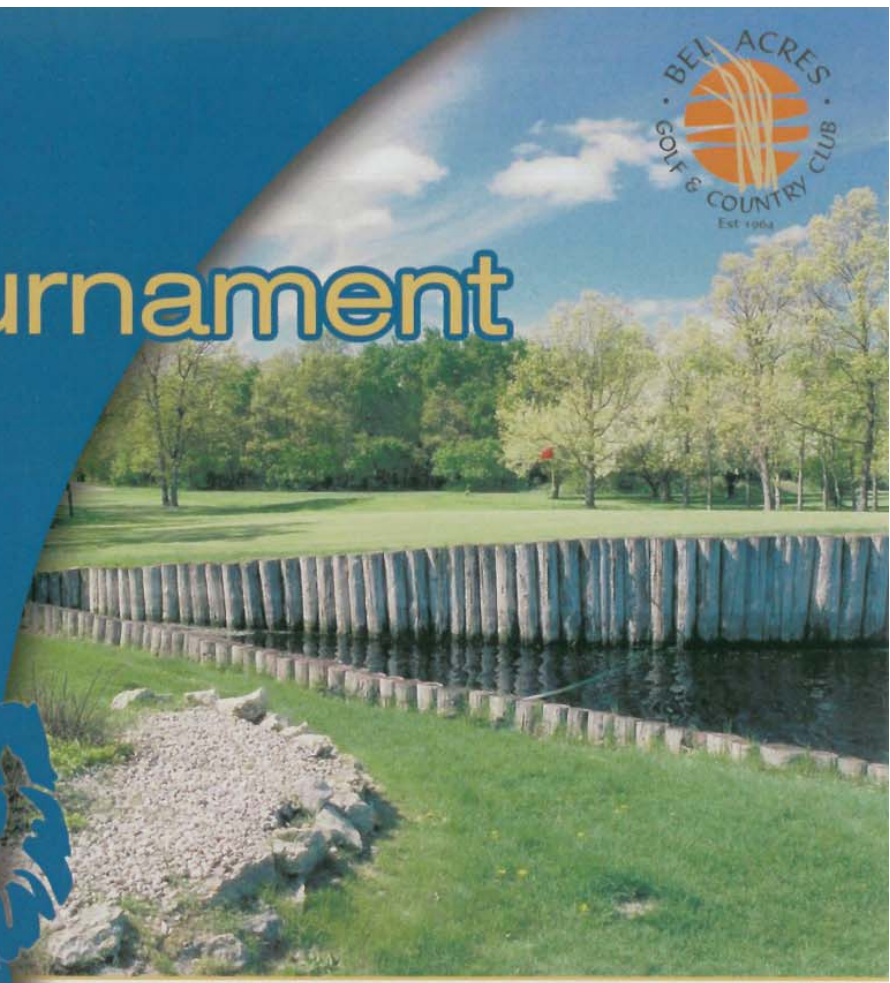
In the fall, we will complete the Strategic Business Planning program with a process confirmation of their control room as well as the entire system. We also plan to offer a 2nd Project Management Fundamentals course.

We have seen some significant progress in the companies that are participating in the program. To hear from participating company representatives and mentors, visit our private You Tube Channel <http://www.youtube.com/user/CompetitiveEdgeMAHRC>. We are always on the lookout for more aerospace/defense companies to join the program. For further information, please call Wendell Wiebe (272-2952) or John Kliwer (272-2953).

Manitoba  
Aerospace  
Association

# Golf Tournament

In Support of the  
Aerospace  
Student  
Awards  
Endowment  
Fund



MANITOBA  AEROSPACE

Contact:

Brad Poleschuk

Bel Acres Tournament Co-ordinator

(204) 632-8341 Ext. 1

[bradpro@belacres.com](mailto:bradpro@belacres.com)

*Hold This Date and Join Us*

**Date:** Thursday, September 13, 2012

**Place:** Bel Acres Golf & Country Club

**Format:** Texas Scramble

**Time:** 1:00 pm Shotgun Start

MANITOBA  AEROSPACE

*All-Stars*  
**AWARDS**  
*of Excellence* 

Do you know an **Aerospace All-Star**? If yes, **nominate** them for a **Manitoba Aerospace All-Stars Award of Excellence**! You can nominate individuals or organizations, colleagues or employees.

For more information or to make a nomination, visit:  
[www.manitoba-aerospace.mb.ca](http://www.manitoba-aerospace.mb.ca)

The All-Stars Awards event celebrates the aerospace industry in Manitoba and recognizes excellence in our aerospace community. Manitoba Aerospace encourages members to nominate individuals or organizations whose achievements they believe exemplify excellence and who are deserving of recognition by the aerospace community.

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## MESSAGE FROM THE PRESIDENT, MANITOBA AEROSPACE, KEVIN BARTELSON

I am very pleased to be appointed to the position of President of Manitoba Aerospace Association (MAA) on May 25, 2012 and look forward to participating in the growth and success of all our member companies and organizations. The MAA is fortunate to have some dedicated volunteers such as my fellow board members and those wonderful folks on the Marketing Committee. We can all be proud of another successful Aerospace Week held May 28 – June 1.

I would like to thank Vic Gerden for all his good work for the MAA during his time as Executive Director over these last several years. I would also like to welcome Ken Webb, the newly appointed Executive Director of the MAA. Many thanks also to Paul Heide for his leadership whilst President of the MAA as well as Terry Trupp who is Chair of the MAA Marketing Committee.

I hope that all MAA members will be active participants in the activities sponsored or organized by the MAA and that the Association will be of positive benefit to individual members in this increasingly competitive environment.

Kevin Bartelson  
President, MAAI





Kevin Bartelson is general manager for Boeing Canada Operations in Winnipeg, Manitoba. He is responsible for leading Canada's largest aerospace composite manufacturer – the country's third largest aerospace facility.

From February 2011 to his current appointment in October 2011, Bartelson served as director of manufacturing and quality for Boeing Canada. Previously, Bartelson was president and chief executive officer of Aviation Fleet Solutions, an aerospace company responsible for development and certification of performance modifications for MD-80 aircraft.

Bartelson started his career with The Boeing Company in 1979, as a tool designer. Over 20 years he also worked on the B2 Program, managed technology projects, led the Boeing Commercial Airplanes Lean Office, and ran various business units in Everett and Renton, Wash., before he took on a leadership role at a Boeing joint venture known as Aviation Partners Boeing. This joint venture designs, certifies, builds and markets winglets for Boeing aircraft.

A graduate of Iowa State University, Bartelson received his bachelor's degree in Mechanical Engineering. He is also a graduate of the MIT Leaders for Manufacturing program, receiving master's degrees in business and engineering science.

As service to the community, Bartelson has mentored startup businesses in the Seattle, Wash., area.

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## MANITOBA AEROSPACE EVENTS - FALL/WINTER 2012

### **I. Berlin Air Show**

*Berlin ExpoCenter Airport  
Berlin, Germany  
September 11-16, 2012*

### **II. MAA Golf Tournament**

*Bel Acres Golf & Country Club  
September 13, 2012*

### **III. EADS Supply Chain Workshops**

*Toronto and Montreal  
September 17-20, 2012*

### **IV. John Maxwell Presentation**

*Winnipeg Convention Centre – for more info contact  
John Kliewer @ 204-272-2953  
September 26, 2012*

### **V. CCAA Conference**

*Ottawa  
October 3-4, 2012*

### **VI. MAA / MAHRC Annual General Meeting**

*Winnipeg, MB  
October 4, 2012*

### **VII. Centrallia 2012**

*Winnipeg, MB  
October 10-12, 2012*

### **VIII. MAA All-Stars Awards Dinner**

*Winnipeg, MB  
November 15, 2012, Victoria Inn  
1808 Wellington Avenue*

### **IX. Aerospace Supply Chains**

*Hamburg, Germany  
November 27-28, 2012*

### **X. Canadian Aerospace Summit**

*Ottawa, ON  
December 5-6, 2012*

### **XI. Western Canada Aerospace Conference**

*Winnipeg, MB, Fort Garry Hotel  
May 29-31, 2013*

### **XII. Paris International Air Show**

*Paris, France  
June 17-23, 2013*